

# L3

> Apprenticeship

## DIGITAL MARKETER

*Use online and social media platforms to design, build and implement campaigns and drive customer sales.*

> **Duration**

Typically 18 months

> **Route**

Sales, marketing and procurement

## THE ROLE

The role of a digital marketer is to define, design, build and implement digital campaigns across a variety of online and social media platforms to drive customer acquisition, customer engagement and customer retention. They will typically be working as part of a team, in which they will have responsibility for some of the straightforward elements of the overall marketing plan or campaign. They will normally report to a digital marketing manager, a marketing manager or an IT Manager.

### FOR MORE INFORMATION, CONTACT US

p. +44 (0) 208 532 3400  
e. [dssapprenticeships@digitalskillsuk.com](mailto:dssapprenticeships@digitalskillsuk.com)  
w. [digitalskillsuk.com](http://digitalskillsuk.com)

5th Floor, Solar House,  
1-9 Romford Rd, London E15 4LJ



# 92%

# of our apprentices gain full-time employment



## Roles/occupations may include:

- > Digital Marketing Assistant
- > Digital Marketing Executive
- > Digital Marketing Co-ordinator
- > Campaign Executive
- > Social Media Executive
- > Content Co-ordinator
- > Digital Marketing Technologist.



## Key responsibilities are likely to include:

- > Understanding the principles of coding
- > Applying basic marketing principles
- > Written communication: applies a good level of written communication
- > Customer service: responds efficiently to enquiries using online and social media platforms.
- > Logical and creative thinking skills



## Progression

- > This apprenticeship is recognised for entry on to the Register of IT Technicians and those completing their apprenticeships are eligible to apply for registration. Completion of the apprenticeship would also allow access to join as an Affiliate (Professional) member of the CIM (Chartered Institute of Marketing) and/or Associate membership of BCS.



## Entry requirements

- > Individual employers will set the selection criteria, but this is likely to include A levels; a level 2 apprenticeship or other relevant qualifications.
- > Level 2 English and Maths will need to be achieved, if not already, prior to taking the end point assessment.



## Application process

To find out more or speak to us about vacancies, please [CONTACT US](#)